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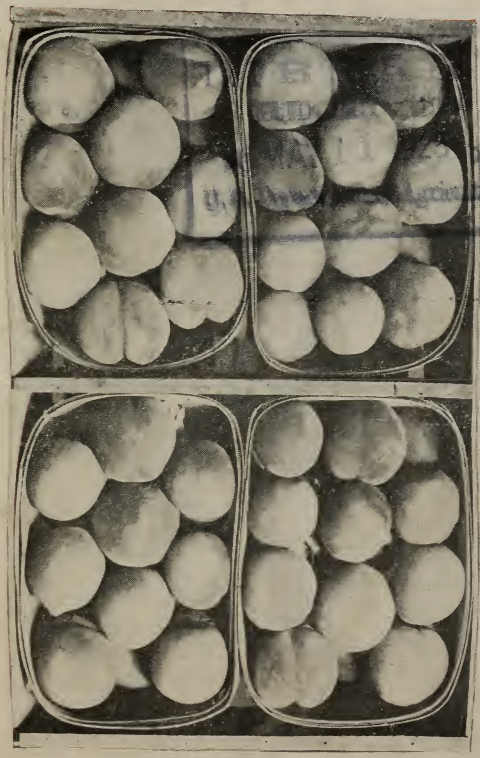
STILL IN THE LEAD

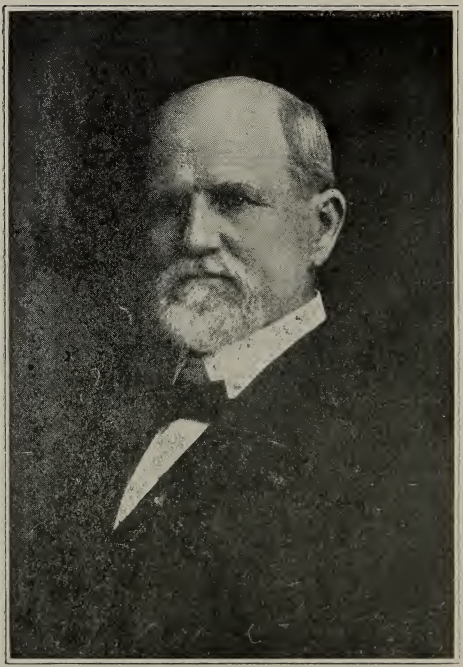
THE EARLY WHEELER

The Great Commercial Peach



Trade-Marked and Introduced by

Texas Nursery Co., Sherman, Texas



E. W. KIRKPATRICK

A Brief History of the Early Wheeler.

Early Wheeler peach was originated by Mr. E. W. Kirkpatrick, of McKinney, Texas. The original tree has been bearing in his experimental grounds some eight or ten years.

It is of large size, handsome appearance, being, when ripe, a rich cream, overspread with bright red. It ripens with the Alexander, side by side on the same ground and under same conditions, which in the peach belt of East Texas is from May 20th to June 10th, owing to the location and season. It is a clingstone, very firm and remarkably free from rot. Unlike most early peaches, its keeping and carrying qualities are remarkable, and it shows up well in the market and is a good seller. It is very fragrant, and usually when ripe, of good quality. The tree is a very vigorous grower, the bloom is vigorous and persistent and in a good degree it shares the quality enjoyed by the early Mamie Ross type, of being a more regular bearer than the later peaches. And while in some localities it is said to be a shy bearer, yet its bearing record over the country for four to six years is favorable, and we feel certain that with its other good points, and the high price which the fruit commands, that it is a money-maker in advance of its competitors.

As a Commercial Peach the Early Wheeler is "Making Good" in a most satisfactory way. At a large number of places large plantings have been made and are now in bearing. The last four years especially have shown very favorable results of fruiting and of marketing.

In the "Year Book" of the Department of Agriculture for 1906, Hon. W. H. Taylor, Pomologist, on page 360, has this to say, upon receipt of specimens of Early Wheeler from Mr. Kirkpatrick:

"EARLY WHEELER PEACH.—The lengthening of the peach season through the origination of both earlier and later varieties of good quality is a matter of much importance to peach growers, especially in the Southern States. At the present time so large a proportion of the trees in the Southern orchards consists of one variety, Elberta, that almost the entire crop of each important locality must be harvested and marketed within á period of ten days or two weeks. This causes serious labor shortage at the critical times, overburden, transportation facilities and tends to produce the most expensive menace to profitable peach growing, a glutted market. If the weather conditions chance to be unfavorable during this short harvest periods the evils are accentuated and most of the returns for the year's work are not infre-

quently lost through the shortness of the marketing season. Peach growers and nurserymen have long recognized the need of earlier market varieties, and a large number of earlier sorts have been brought into notice from time to time. Among these the Greensboro, Carman, Waddell, Mamie Ross and Hiley varieties, which have attained a more or less stable foothold in different sections as commercial sorts.

"Most of the varieties earlier than these however, unless grown under very favorable conditions, are of inferior flavor and deficient carrying quality. The Early Wheeler, which was one of a large number of seedlings of Heath Cling grown by Mr. E. W. Kirkpatrick, of McKinney, Texas, and first fruited in 1900, appears to be an exception in these respects, being as early as Alexander, as large as Mamie Ross, and of as excellent and shipping qualities as Old Mixon Cling. It was experimentally disseminated by Mr. Kirkpatrick immediately after it first fruited, being sent out as Early Wheeler Cling. About 1903 this was reduced to Early Wheeler, and in April, 1906, an arbitrary device bearing this name and a portrait of the originator was registered in the United States Patent Office as a trade-mark by the Texas Nursery Company, which introduced it commercially in that year."

The record of Early Wheeler as a Commercial Peach has been established.

What Growers and Marketers Say:

The following testimonials, all of which are voluntary and most of them unsolicited, show something of the high esteem in which Early Wheeler is held by those who know.

A Longer Ripening Season.

At a very important convention of the "Four States Fruit Shippers Committee" and of Railroad and Refrigerator Car Men in Dallas on May 30th, 1913, in the interest of fruit and stock shipping, it was stated by both fruit and transportation men that the peaches of the Southwest ripen too much together, the larger part being moved in twenty to twenty-five days, making it impossible to get pickers, packers, cars and ice to handle them to the best advantage, besides glutting many of the market points.

It is very desirable therefore, to lengthen the ripening and shipping season for peaches. Most of the early peaches are too soft. The Early Wheeler being firm and a good shipper, and early, will add four weeks to the shipping season, which means a great advantage in many ways.

First. It gets the cream of high prices

on account of earliness, size and attractiveness.

Second. The lengthening of the season gives great advantages in longer and more attractive service for pickers and packers, far better distribution and longer service for refrigerator cars.

Third. It relieves danger of glutted markets, all of which work out for ultimate advantages to the grower.

TEXAS NURSERY COMPANY, Sherman, Texas.

Gentemen: We have about ten thousand Early Wheeler peach trees near Collinsville, this county. In 1911 we had only a light crop because we did not smudge to prevent the frosts. In 1912 we smudged, "played safe," while we had only light late frosts, yet smudging paid, first, by checking insects, second, the fruit was of better grade than unsmudged orchards, and third, was five days earlier, by all of which we gained twenty-five to thirty per cent in prices realized.

We marketed six thousand bushels in 1912 and lost heavily by rains and overcropping. The average price was one and one-half dollars per bushel, net; first ones brought $2.25 per four basket crate. The excessive crop of fruit in 1912 hurt the price, but this year we expect fancy prices

as the general fruit crop is light and we have a good crop on smudged trees.

This year (1913) we smudged thirty-five hundred of our trees three times, consequently have a full crop on these trees. Our unsmudged trees and those of neighboring orchards have only fifteen to twenty per cent of a crop. It pays to smudge.

Marketing this year will begin about the first week in June. In 1912 it began about the 30th of June, in 1911 the 25th of May, four or five weeks ahead of the Elberta.

We will sell for cash on our loading track this year to men whom we have selected in each city or town.

We put up a uniform high grade pack, under the supervision of an expert packer, whom we have already employed.

We grade Extra Fancy in four basket crates, the finest and ripest, Number 1 and Number 2 for carload and other large shipments, in crates, family stock in bushel baskets for nearby towns, and culls for the wagon trade. The reputation for a high grade, uniform, honest pack and the grade and name on the package is a splendid asset for the orchardist.

Smudges—We use the Hamilton Heater, three gallon size, costing in less than car lots about forty-five cents each. We burn heavy crude fuel oil, such as Beau-

mont or Oklahoma oils. We placed one hundred pots to the acre, but lighted only seventy-five of them, and thereby did not allow the temperature to go below thirty-six degrees. It is usually necessary to burn them only a few hours each night from two to four o'clock till the morning sun is up, to be guided by the thermometer.

We consider this orchard a very safe and remunerative business, in fact we believe any man who will handle such an orchard properly and scientifically will make a sure and very handsome fortune.

The seasons can be safely controlled, assuring fruit in off years at high prices, the quality of the fruit and the pack maintained to a high standard, and these will solve the market question, giving him cash buyers at good prices instead of consignments to commission men and poor returns. Yours very truly,

EARLY WHEELER ORCHARD CO.

Clippings from Kansas City Packer, May 31st, 1913.

"St. Louis, May 26th.—The first Early Wheeler peaches reached this market today, from L. D. Spears, Carthage, Texas, and sold for $2.00 per four basket crate."

"Jacksonville, Texas, May 30.—There will be a few cars of Early Wheeler and

Arp Beauty peaches to ship from here June 1st to 10th."

Longview, Texas, May 30.—Buyers are very busy now trying to contract for the peach crop, and in some instances have bought at a higher price than was ever paid here before. There will be several cars of Early Wheeler peaches to ship, with assurances of fancy prices."

Ada, Oklahoma, April 9, 1913.

"I have a small orchard of the Early Wheeler peach. This peach has no equal. It is early and a fine canner. I have sixty gallons on hand now from 1912. They are also noted for their size, fragrance and beauty." MRS. JOHN B. STEWART.

Ada, Oklahoma, April 9, 1913.

Texas Nursery Company, Sherman, Texas

Gentlemen: I have an Early Wheeler peach orchard, also a small fruit farm. I find the Early Wheeler is worth, and brings more than any other peach.

J. W. HILL,
Public Weigher, Pontotoc Co.

Ada, Oklahoma, April 19, 1913.

Texas Nursery Co., Sherman, Texas.

Gentlemen: I have a small orchard of Early Wheeler peaches, and I stand ready to recommend this peach to any one who wants to plant a commercial orchard.

I sold Early Wheeler peaches in 1912 at $2.25 per bushel while other varieties were selling at fifty and seventy cents per bushel. I. B. STEWART

"I would not take $10.00 apiece for my Early Wheeler peach trees.
J. P. TAYLOR, Whitesboro, Texas.

Denison, Texas, April 22, 1913.
Texas Nursery Co., Sherman, Texas.
Gentlemen: On my three hundred Early Wheeler peach trees six years old I had a full crop in 1912. I prefer to use four basket crates in marketing. I have a light crop of Early Wheelers in 1913, other varieties have none.
JOSEPH BENZER.

Manitou, Okla., April 22, 1913.
I produced seven thousand bushels of Early Wheeler peaches in 1912 from one thousand three hundred and fifty trees seven years old. In 1913 the crop is fair, about seventy per cent.
H. H. GOODMAN.

Blair, Okla., May 9, 1913.
My eleven hundred Early Wheelers produced twenty-five hundred bushels in 1912 of as fine peaches as it has been my pleasure to see or taste. They were complimented by every one. I suffered last

year from overproduction, and want of organization in marketing. This year I would like to join an organization for cooperation and protection of shippers in marketing. My trees have all they should hold now. A. F. HENDRICKS.

Hugo, Okla., May 3, 1913.

Three years ago I planted five hundred of your Early Wheeler peach trees and they had a fair crop last year for which I received $1.50 per bushel locally. We have a fair crop this year, and as peaches are not overcropped as they were last year we shall get fine prices. I am proud of my Early Wheeler peaches.

E. T. WILLIAMS.

Pilot Point, Texas, Sept. 12, 1912.

I am enclosing remittance covering my note, given for Early Wheeler peach trees, which please cancel and return.

I thank you for your indulgence. I have made good money on Early Wheelers and would not take ten times what they cost me for them. I. MIKAEL.

Bullard, Texas, Aug 12, 1912.

I sold this year my Early Wheeler peaches off of seventy-five trees for $413.-50 and we used all we needed at home. For some of them we received two dollars per crate.

The Early Wheeler can't be too highly recommended. It is the best money peach on the market.

R. F. KIETAR.

Saint Jo, Texas, April 25. 1913.

I had a full crop of Early Wheelers on my five hundred and fifty trees in 1912 but a light crop in 1913 while other varieties have none. I sold my crop in bulk locally net seventy-five cents a bushel in 1912.

D. J. ROYAL.

Longview, Texas, April 22, 1913,

I have twenty-two hundred Early Wheeler peach trees in bearing. I sold my crop in 1912 on track at Longview for $1.10 per bushel. I prefer bushel baskets.

T. B. MCFARLAND.

Colbert, Okla., April 24, 1913.

The Early Wheeler peach is fine and a good shipper. I have one thousand trees six years old, had a fine crop in 1912. It is light this year owing to the freezes. We need a much larger acreage of Early Wheelers, then we can cooperate and organize for mutual profit. We have a very fine fruit section here.

A. N. LECRAFT.

Collinsville, Texas, April 29, 1913.

I consider the Early Wheeler peach the

best market peach there is. I have two thousand bearing trees, had a good crop in 1912, and a fair crop in years previous to that; this year we only have twenty per cent of a crop owing to the late frosts, other varieties ten per cent. I realized eighteeen hundred dollars net for the crop of 1912 and the market was overstocked. I use four basket crates for Early Wheelers.

J. B. SWINDLE.

Pawhuska, Oklahoma.

Texas Nursery Co., Sherman, Texas.

Gentlemen: Please find enclosed my check for $75.00 for seventy-five crates of Early Wheeler peaches. They retail readily at $2.00 per four basket crate.

I don't think I can say too much for the Early Wheeler. They are firm, showy, fine flavor and a fine seller. They show a minimum per cent of damaged peaches.

I would like to see the farmers of Osage county plant Early Wheeler peaches extensively.

Yours truly,

(Signed) C. CONSTANTINE.

St. Louis, Mo., June 7, 1913.

Texas Nursery Co., Sherman, Texas.

Gentlemen: Answering yours of the 4th inst., we desire to say that our estimate of the Early Wheeler Peach, which we wrote you last year, is more than confirmed. We received in car lots from Tex-

as, Oklahoma and Arkansas this year, and it is unquestionably the best early peach that has so far been placed on the market. Its color, size and shipping quality is unsurpassed by any other variety. In fact, we know of no other peach that equals it. Even express shipments, which usually receive pretty severe treatment while in transit, came to hand in very good shape when properly graded and packed by shipper.

As we last year stated, we consider it a winner, and believe it will make more money for the grower than any early, or even late peach. Yours respectfully,

F. W. BROCKMAN COMMISSION CO.

Best Peaches in Years.

Collinsville, Texas, June 12.—Peaches are ripe in the Early Wheeler orchards and several hundred crates are going out daily by express. The fruit is the finest seen in years. The fruit is netting the growers from 90c to $1.00 per crate. The car lot movement will begin this week.—The Packer.

PRICES.

Extra large	$ 1.00
12 trees	10.00

ORCHARD GRADES.

Single tree	.50
12 trees	5.00
25 "	10.00
50 "	15.00
100 "	25.00
200 "	45.00
300 "	60.00
400 "	75.00
500 "	80.00
600 "	90.00

Any number above 600 at $150 per 1000.

We make no deviations from these prices. On bills of $5.00 or more we pay transportation charges to your railroad station. On bills of less than $5.00 these prices are f. o. b. cars Sherman, Texas.

We are especially anxious to have the trees of Early Wheeler that are planted set so fruit can be shipped in carload lots, and we will send a man to any peach section where growers are interested in this variety to work up a planting of sufficient size to justify northern buyers coming there to buy fruit.

Accept no trees without our trade-mark label. TEXAS NURSERY CO.,
Sherman, Texas.